

EC'd Yes Last Received: 11/09/2012 11:27 AM Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
Advertiser () AMER PETRO INSTITUT 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
Product APT TARGET WASHINGTON, DC 20007 Salesperson ()
Estimate# 3299 Agency C/P1/P2/E //3299 Salesperson Phone# 215-568-6540
Buyer ELIZABETH HOLLAND Flight Dates 11/13/2012 - 11/18/2012 Salesperson FAX# 215-568-1845
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1			11/13-11/16	1	\$3,000.00	:30	3	TU-W,F	9P-930P	3	\$1,000.00
Buyline Comment: NEWS											
2			11/17-11/17	1	\$650.00	:30	1	SA	930P-10P	1	\$650.00
Buyline Comment: NEWS											

---REPORT TOTALS---

Report Totals: 4 / \$3,650.00

---SALES MONTHLY TOTALS---

Nov 12: 4 / \$3,650.00
Sales Totals: 4 / \$3,650.00
Station Totals: 4 / \$3,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$36,500	CABL 0%	KASA 10%	KASY 0%	KLUZ 0%	KOAT 30%
		KOB 30%	KRQE 30%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

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Product APT TARGET
Estimate# 3299
Buyer ELIZABETH HOLLAND
Phone#
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Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E //3299
Flight Dates 11/13/2012 - 11/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA
Advertiser: POL/American Petroleum Institute
Agency: Strategic Media Services

Line: 1

Time Period: 9p-930p

220324 06870832 3299	11/13/12	:30	P3	9:27:15 PM	APT TARGI	\$1,000.00
220324 06870832 3299	11/14/12	:30	P3	9:27:45 PM	APT TARGI	\$1,000.00
220324 06870832 3299	11/16/12	:30	P3		APT TARGI	\$1,000.00
						\$3,000.00

Line: 2

Time Period: 930p-10p

220324 06870832 3299	11/17/12	:30	P3		APT TARGI	\$650.00
						\$650.00
						\$650.00
						\$3,650.00
						\$3,650.00
						\$3,650.00
						\$3,650.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	
Date:	

I, Neil Williams do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Petroleum Institute

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date: 4/22/11
Signature: [Signature]
Contact Phone Number: 202-337-5700

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____